

# Analisis daya saing Kabupaten Gunungkidul dalam pembangunan sektor perikanan berkelanjutan studi kasus komoditas ikan tuna dengan pendekatan model diamond porter = A competitive analysis of Gunungkidul Regency in the sustainable fisheries of development a case study of tuna commodity using diamond porter approach

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## Abstrak

Sebagai negara yang memiliki potensi di sektor kelautan yang sangat besar, ternyata kontribusi investasi di sektor perikanan masih di bawah 1% dari investasi nasional. Oleh sebab itu upaya-upaya yang bertujuan untuk memperbaiki kondisi di sektor perikanan menjadi salah satu prioritas di dalam strategi pembangunan oleh pemerintah saat ini. Penelitian ini dilakukan di salah satu wilayah Indonesia yang memiliki potensi laut cukup besar yaitu Kabupaten Gunungkidul. Secara lebih spesifik penelitian ini memfokuskan pada sektor ikan tuna. Untuk itu beberapa pertanyaan penelitian yang perlu dijawab seperti apakah sub sektor perikanan komoditi Tuna di Kabupaten Gunungkidul merupakan sektor yang memiliki daya saing? Bagaimana kondisi daya saing komoditas tuna di Kabupaten Gunungkidul? Faktor-faktor apa saja yang menjadi penghambat pengembangan sub sektor perikanan komoditi tuna di Kabupaten GunungKidul? Dan bagaimana hubungan antara komponen penentu daya saing komoditas tuna di Kabupaten Gunungkidul? Menjadi pertanyaan kunci yang dieksplorasi dalam penelitian ini. Metodologi yang digunakan dalam penelitian ini adalah metode kualitatif. Penelitian kualitatif dengan format deskriptif.

Berdasarkan hasil penelitian dapat disimpulkan bahwasanya; komoditas ikan tuna di Kabupaten Gunungkidul memiliki keunggulan kompetitif; Kondisi daya saing komoditas ikan tuna di Kabupaten Gunungkidul pada factor kondisi: sumber daya manusia dan infrastruktur masih perlu mendapatkan perhatian lebih besar, faktor-faktor yang menjadi penghambat adalah kemampuan sumberdaya manusia masih rendah, produksi ikan tuna belum mampu memenuhi permintaan, infrastruktur dan fasilitas perlu banyak perbaikan untuk menghasilkan kualitas ikan tuna yang tinggi, Pengolahan ikan terkendala pengadaan bahan baku dan akses pasar dan belum didukung ketersediaan industri pendukung; Selain itu keterkaitan antar komponen utama saling mendukung kecuali kondisi permintaan dengan sumberdaya, dengan industri terkait dan pendukung, dan dengan struktur pasar, persaingan, dan strategi perusahaan.

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Indonesia has a big potential for the marine sector, but unfortunately it doesn't follow with the significant contribution from its. Based on the current data base, only 1 % the contribution from national investment, therefore Indonesian government put more effort to fix and develop the marine sector. This research has conducted in Gunungkidul as one of potential area in marine sector in Indonesia, and the scope of research is Tuna fish. To elaborate all informations in terms of Tuna, several key questions has developed as a guidance to do research for instance whether Tuna sector in Gunungkidul has a competitive advantage? How is the form of the competitive advantage of Tuna? What are factors that can be obstacles for Tuna sector development in Gunungkidul? And how is the relation among each component based on Porter theory? The methodology that has been used for this research was decretive qualitative method. Based on the result

findings, the Tuna sector in Gunungkidul district has a competitive advantage; nevertheless there are some issues that need to be improved for the better development in Tuna sector for instance the quality of human resources, infrastructures, post-harvest technology and market. However, the relation among each components are supporting each other except component of demand condition with firm strategy rivalry.;Indonesia has a big potential for the marine sector, but unfortunately it doesn't follow with the significant contribution from its.

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